



UTAH DEPARTMENT OF CULTURAL & COMMUNITY ENGAGEMENT STATE FLAG SURVEY TOPLINE REPORT

METHODOLOGY DETAILS

n=777

Online interviews fielded November 22-December 12, 2021

Margin of error +- 3.5 percentage points

For this statewide survey of Utah residents, address based sampling was used to randomly select households to receive survey invitations. Survey invitations were sent via postcards through USPS mail, and interviews were completed online. The survey was made available in both English and Spanish to increase accessibility.

Responses to this survey have been weighted to reflect the demographics of the statewide population of Utah residents according to the most recent available estimates from the US Census Bureau's American Community Survey, specifically in regards to age, gender, ethnicity, education, and household income.

CONTACT

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intro.



Statewide Resident Survey

Thank you for responding to this survey of Utah residents about local issues, including public policy questions important to Utah. Your time and opinions are greatly valued.

Please note that your participation is voluntary and that all your answers will remain strictly confidential. Most people will complete this survey in less than 15 minutes. If you exit the survey before completion, you will be able to resume it at a later time.

To begin the survey, click on the forward arrow button below. During the survey you can use the navigation button on the bottom of the screen to advance questions. If during the survey you do not see the button, scroll down until you see it.

s_county.

In which county in Utah do you currently reside? (n=777)

Beaver County	<1
Box Elder County	3
Cache County	4
Carbon County	1
Daggett County	<1
Davis County	11
Duchesne County	<1
Emery County	1
Garfield County	<1
Grand County	<1
Iron County	1
Juab County	1
Kane County	<1
Millard County	<1
Morgan County	1
Piute County	<1
Rich County	<1
Salt Lake County	33
San Juan County	3
Sanpete County	1
Sevier County	<1
Summit County	1
Tooele County	4
Uintah County	1
Utah County	17
Wasatch County	1
Washington County	5
Wayne County	<1
Weber County	10
None of these, I am not a Utah resident	<1

s_utah. How long have you lived in Utah? (n=777)

Less than 2 years	3%
2-5 years	9
6-10 years	6
11-20 years	11
21-30 years	24
31-40 years	16
41 or more years	30

sl_quality. On a scale from 0-100, where 0 is very low and 100 is very high, how would you rate your overall quality of life living in Utah?

Average Quality of Life Rating	78
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oe_utahlikes. What, if anything, do you like most about living in Utah? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

r_utah_aspects. Thinking about living in Utah, rank the following aspects of our state in order of most important to least important to you, personally. Click/select and drag the options into the order that represents your ranking, where 1 is the MOST important and 8 is the LEAST important.

	Average Rank
Culture	5.0
History	6.0
Sense of Community	4.1
Values	3.4
Recreation	4.2
Landscape	3.9
Diversity	3.9

oe_aspectfav. What is your favorite thing about Utah's {TOP RANKED ASPECT FROM R_UTAH_ASPECTS} ? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

oe_otherspect. If there are any other aspects of Utah that are particularly important to you and your quality of life living in the state, please briefly explain below. (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

m_symbol_utah. The following is a list of Utah's official state symbols. Thinking about Utah's shared identity, which, if any, of these symbols do you feel represent the state of Utah today? Please select all that apply.

Average

The state animal: Rocky Mountain elk (n=304)	39%
The state bird: California seagull (n=215)	21
The state cooking pot: Dutch oven (n=165)	24
The state emblem: Beehive (n=487)	58
The state fish: Bonneville cutthroat trout (n=185)	23
The state flower: Sego lily (n=281)	31
The state fossil: Allosaurus (n=129)	15
The state fruit: Cherry (n=88)	12
The state gem: Topaz (n=101)	12
The state grass: Indian rice grass (n=51)	6
The state insect: Honey bee (n=385)	47
The state mineral: Copper (n=208)	28
The state motto: Industry (n=328)	32
The state star: Dubhe (n=15)	1
The state tree: Quaking aspen (n=324)	37
The state vegetable: Spanish sweet onion (n=40)	5
The state historic vegetable: Sugar beet (n=99)	10
The state winter sports: Skiing and snowboarding (n=465)	58
The state astronomical symbol: Beehive cluster located in the constellation of Cancer (the crab) (n=111)	15
None of the above (n=44)	7

oe_add_symbols. Are there any additional symbols, landmarks, or cultural icons that you feel represent the state of Utah today? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

oe_outside_utah. Thinking about how the world thinks of our State, what values, symbols, or attributes do you think Utah should be known for? (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

transition. Thank you for your answers so far. The following questions will ask you about your opinions of the Utah state flag.

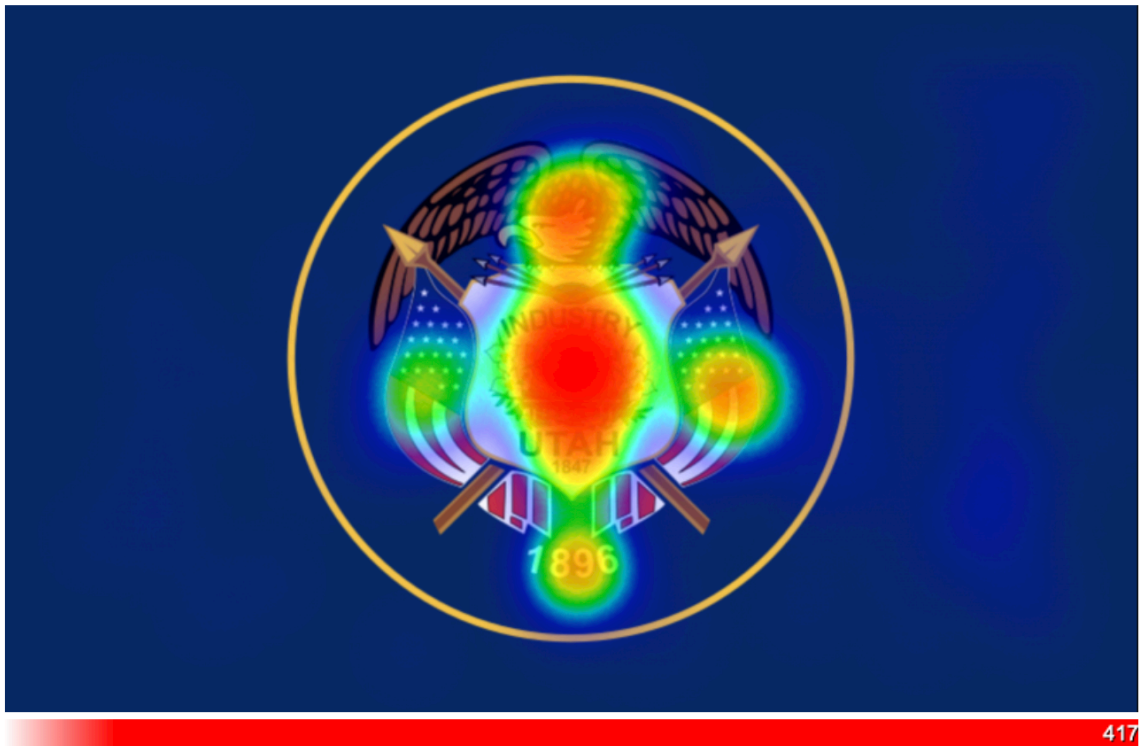
s_recognize. How familiar would you say you are with the Utah state flag? (n=771)

Very familiar	21%
Somewhat familiar	45
Not very familiar	21
Not at all familiar	12

IF S_RECOGNIZE = 'VERY FAMILIAR' OR 'SOMEWHAT FAMILIAR,' RESPONDENTS SHOWN:

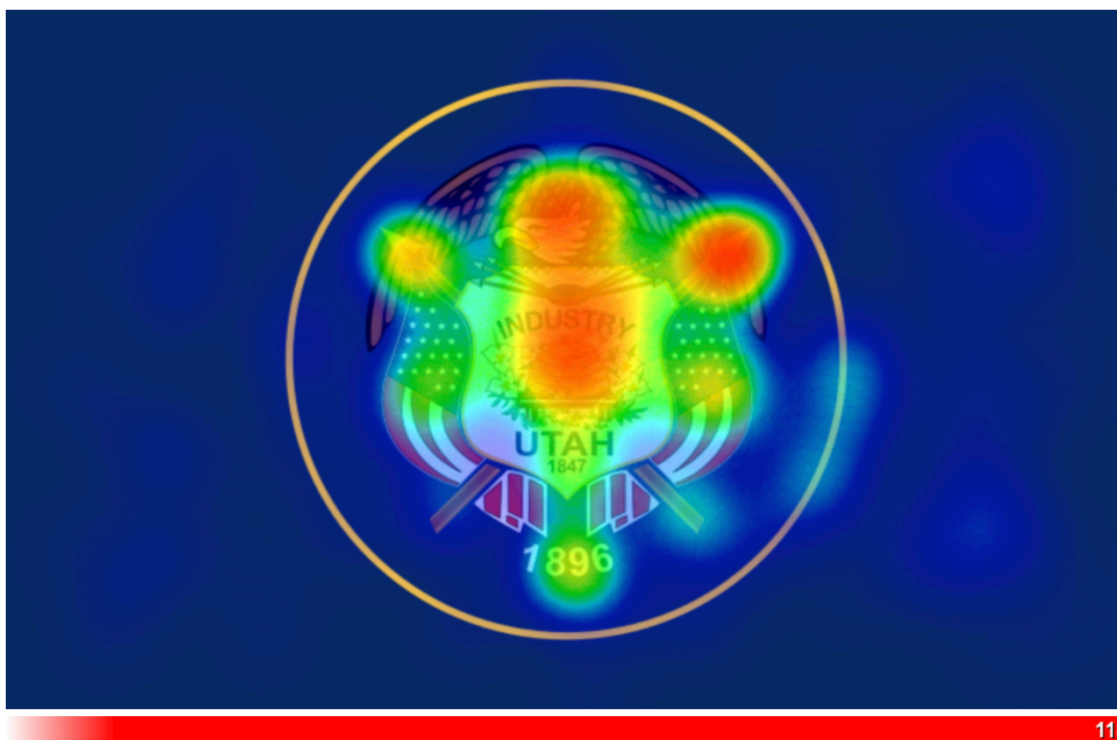
oe_describe. To the best of your ability, please describe what the Utah state flag looks like: (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

h_best_flag. The image below is the current design of the Utah state flag. Please click on the three areas of the flag that you feel **best represent Utah today**.



417

h_worst_flag. The image below is the current design of the Utah state flag. Please click on the three areas of the flag that you feel are **least relevant to Utah today**.



s_rep_state. Do you believe that the current Utah state flag still represents the state well? (n=770)

Yes	55%
No	21
Unsure	24

s_rep_personal. Do you believe that the current Utah state flag represents you, personally ? (n=767)

Yes	41%
No	42
Unsure	17

s_rep_display. Thinking about the current Utah state flag, please indicate how much you agree or disagree with each of the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I am proud of the Utah state flag (n=768)	28%	18	34	7	12
I would wear the Utah state flag on my clothing or an accessory (n=767)	15	13	26	14	32
I would fly the Utah state flag outside my home or business (n=769)	28	19	22	9	22

s_four_most. Below are the state flags of the “four corners states” – Utah, Arizona, Colorado, and New Mexico, labeled for your convenience. Which state flag do you feel has the most visually appealing design ? (n=756)

[IMAGE] Utah	34%
[IMAGE] Arizona	39
[IMAGE] Colorado	10
[IMAGE] New Mexico	16

s_four_least. Below are the state flags of the “four corners states” – Utah, Arizona, Colorado, and New Mexico, labeled for your convenience. Which state flag do you feel has the least visually appealing design ? (n=757)

[IMAGE] Utah	33%
[IMAGE] Arizona	8
[IMAGE] Colorado	27
[IMAGE] New Mexico	32

s_four_iconic. Below are the state flags of the “four corners states” – Utah, Arizona, Colorado, and New Mexico, labeled for your convenience. Which state flag do you feel has the most iconic design ? (n=749)

[IMAGE] Utah	34%
[IMAGE] Arizona	24
[IMAGE] Colorado	17
[IMAGE] New Mexico	25

s_four_symbolic. Below are the state flags of the “four corners states” – Utah, Arizona, Colorado, and New Mexico, labeled for your convenience. Which state flag do you feel has the most symbolic design ? (n=753)

[IMAGE] Utah	58%
[IMAGE] Arizona	12
[IMAGE] Colorado	4
[IMAGE] New Mexico	26

transition. There is a proposal under consideration to change the design of the Utah state flag to better represent Utah today.

s_aware. Were you aware of the proposal to redesign the Utah state flag? (n=772)

Yes	39%
No	61

s_support. Do you support or oppose redesigning the Utah state flag? (n=770)

Strongly support	21%
Somewhat support	15
Neither support nor oppose (unsure)	29
Somewhat oppose	11
Strongly oppose	24

oe_no_support. In the box below, please describe why you might not support changing the design of the current Utah state flag. (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

oe_support. In the box below, please describe why you might support changing the design of the current Utah state flag. (OPEN-ENDED RESPONSES VERBATIM IN APPENDIX)

transition2. The next few questions will ask you to read a few statements about the Utah state flag. After reading each statement carefully, please indicate the extent to which you agree or disagree with each one.

s_consideration. To what extent do you agree or disagree with the statement below?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
The current design of the Utah state flag is outdated. (n=749)	24	20	18	11	28
The current Utah state flag has a rich cultural legacy. (n=752)	35	24	20	10	11
The symbolism in the current Utah state flag is relevant to Utah today. (n=748)	31	25	16	15	12
The current Utah state flag is inclusive. (n=750)	22	16	33	13	17
The current Utah state flag adheres to established standards of good flag design. (n=754)	27	18	32	11	12

The current design of the Utah state flag is visually appealing. (n=751)	25	25	16	17	17
The current Utah state flag design is memorable. (n=748)	26	24	13	18	19
Redesigning the Utah state flag would be an expensive, complicated process. (n=750)	29	22	24	14	10
The current Utah state flag makes me feel proud to be a Utahn. (n=749)	30	17	31	7	15
The current Utah state flag represents our shared identity as Utahns. (n=747)	26	24	20	15	15

m_symbols_flag. Thinking about Utah's shared identity, which, if any, of these symbols or words would be appropriate to have on the Utah state flag? *Please select all that apply.*

	Average
Red rock or Arches (e.g., Delicate Arch) (n=469)	58%
Aspens (n=190)	27
Great Salt Lake (n=263)	37
Mountains (n=576)	72
Beehive (n=451)	55
Native American symbols (n=318)	42
Petroglyphs (n=163)	20
Fossils (n=107)	16
Salt (n=69)	11
Agriculture (n=94)	14
Mining (n=64)	9
Basket (n=13)	2
Wildlife (n=276)	41
Golden spike (n=210)	26
Spiral jetty (n=39)	6
Snowflake (n=254)	31
Pioneers (n=252)	27
Other, please specify: (n=60)	6
None of the above (n=36)	5

s_support_2. After thinking about the current state flag and the proposal to redesign the state flag a bit more, do you support or oppose redesigning the Utah state flag?

Strongly support	24%
Somewhat support	21
Neither support nor oppose (unsure)	19
Somewhat oppose	13
Strongly oppose	24

m_communication. As part of the flag redesign proposal, state leaders will engage in a process to gather input and consider options for updating the Utah state flag. As this process begins, how would you like to receive communication regarding the state flag redesign process? *Please select your top three preferred means of communication.*

	Average
Television or radio ads (n=215)	23%
Direct mail (n=210)	28
Website (n=309)	33
Emailed newsletter (n=324)	41
Social media (n=275)	38
Public meetings (n=102)	12
Flyers or bulletins in community gathering spaces (e.g., city halls, schools, public libraries, recreation centers, etc.) (n=81)	13
Automated phone calls and voice messages (n=11)	2
Direct text message updates to your cell phone (n=110)	14
Other, please specify: (n=34)	4

m_speaker. Which of the following individuals or organizations would you trust to relay information about the state flag redesign process? *Please select all that apply.*

	Average
Utah Governors office (n=420)	48%
State legislative leadership (n=138)	15
Your state representative or state senator (n=228)	28
Utah Department of Cultural and Community Engagement (n=305)	38
Utah's Congressional delegation (U.S. Senators and Representatives) (n=121)	16
Local city or town officials (n=252)	37
Community leaders (not affiliated with local government) (n=194)	26
Other, please specify: (n=65)	8

s_involved. How involved would like to be in the state flag redesign process? (n=769)

Very involved	16%
Somewhat involved	42
Not very involved	23
Not at all involved	19



m_consideration. Thinking about the state flag redesign process, which of the following considerations would you like state and local officials to prioritize? *Please select up to three considerations you believe should be prioritized.*

	Average
Transparency (n=301)	36%
Communication (n=218)	28
Fiscal responsibility (n=294)	32
Public involvement (n=342)	41
Statewide representation (n=383)	48
Diversity, equity, and inclusion (n=277)	41
Other considerations, please specify: (n=75)	9

demo_intro. And now just a few more questions that will help us ensure we have a representative sample and to group and categorize responses.

n_yearborn. In what year were you born? (YYYY) (n = 761, RESPONSES RECODED INTO CENSUS AGE GROUPS)

18-34	37%
35-44	20
45-54	12
55-64	14
65+	16

s_sex. Which of the following best describes how you think of yourself? (n=767)

Male	50%
Female	48
In another way, specify if you wish:	1

s_hispanic_latinx. Are you of Hispanic, Latino/a, or Spanish origin? (n=735)

No, not of Hispanic, Latino/a, or Spanish origin	88%
Yes, Mexican, Mexican Am., Chicano	7
Yes, Puerto Rican	--
Yes, Cuban	--
Yes, another Hispanic, Latino/a, or Spanish origin. (Please specify if you wish)	5

m_race. Which racial or ethnic group(s) do you most identify with? Please select all that apply .

	Average
White/Caucasian (n=697)	86%
African American/Black (n=12)	3
Native American or American Indian (n=20)	5
Asian or Pacific Islander (n=24)	3
Middle Eastern (n=7)	1
Other (n=47)	9

s_education. What is the highest level of education you have completed? (n=770)

Less than high school	3%
High school	12
Some college	40
College degree	23
Graduate degree	15
Vocational or technical school	7

s_employ. What is your employment status? (n=769)

Self-employed	12%
Employed by someone else	61
Unemployed	3
Homemaker	7
Retired	16
Student	1

s_marriage. Are you currently... (n=765)

Married	69%
Divorced	5
Widowed	3
Living with partner	5
Single	18

s_ideology. On most political matters, do you consider yourself: (n=763)

Strongly conservative	17%
Moderately conservative	29
Neither, middle of the road	29
Moderately liberal	16
Strongly liberal	10

s_religion.	What, if any, is your religious preference? (n=755)	
	Mormon or LDS	46%
	Protestant (e.g. Baptist, Methodist, etc.)	2
	Roman Catholic	4
	Jewish	1
	Other Christian	11
	Muslim/Islamic	<1
	Other non-Christian	1
	Agnostic/Atheist	10
	None	25

IF 'NONE' AND 'AGNOSTIC/ATHEIST' **NOT** SELECTED IN S_RELIGION, RESPONDENTS SHOWN:

s_gochurch.	How active do you consider yourself in the practice of your religious preference? Would you say you are... (n=632)	
	Very active	49%
	Somewhat active	23
	Not very active	9
	Not active	16
	Prefer not to say	4

s_hhi.	What is your approximate combined annual household income (before taxes)? (n=755)	
	Under \$20,000	6%
	\$20,000 - \$34,999	6
	\$35,000 - \$49,999	9
	\$50,000 - \$74,999	18
	\$75,000 to \$99,999	15
	\$100,000 to \$149,999	18
	\$150,000 to \$199,999	8
	\$200,000 or more	6
	Prefer not to say	13
